

SHARMISTHA DAS

☎ +91 9749862064

✉ sharmi.das2711@gmail.com

🌐 [LinkedIn](#)

🌐 [Portfolio](#)

🔗 [LeetCode](#)

🔗 [HackerRank](#)

Professional Summary

Results-driven Computer Science Engineering graduate specializing in data analytics, database architecture, and business intelligence solutions. Proven expertise in developing comprehensive data pipelines using PostgreSQL and Power BI. Skilled in transforming complex datasets into actionable business insights through advanced SQL querying and interactive dashboard development.

Technical Skills

Programming Languages: Python.

Python Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn.

Database Technologies: PostgreSQL, MySQL, Database Design, Normalization, Query Optimization, RDBMS.

Business Intelligence: Power BI, Power Query Editor, Data Modeling, Dashboard Development, DAX.

Data Analysis: Exploratory Data Analysis (EDA), Feature Engineering, Customer Segmentation, Machine Learning (Clustering), Statistical Analysis.

Tools & Technologies: Data Visualization, Report Automation, Data Warehousing, Performance Tuning.

Key Projects

Sales Performance Analytics Dashboard | *Power BI* | *Data Visualization* | *ETL*

- Developed comprehensive sales analytics solution transforming raw business data into actionable insights through interactive **Power BI** dashboards.
- Integrated multiple data sources and performed complex data transformations using **Power Query Editor**.
- Built dynamic dashboards featuring trend analysis, geographic mapping, and performance metrics.
- Established robust data relationships and created calculated measures using **DAX** for advanced analytics.
- Delivered key insights on sales trends, product performance, and regional contributions enabling data-driven decision making.

Digital Music Store Data Analysis | *PostgreSQL* | *SQL Analytics* | *Statistical Analysis*

- Conducted comprehensive exploratory data analysis on digital music store database applying statistical methods and advanced **SQL** techniques.
- Solved 10+ complex analytical problems using advanced **SQL** programming including **subqueries**, **CTEs**, and **aggregate functions**.
- Applied **statistical analysis** techniques to identify customer purchasing patterns, seasonal trends, and artist performance metrics.
- Utilized **window functions** for ranking, running totals, and comparative analysis across different time periods.

E-commerce Customer Segmentation Analysis | *Python, Scikit-learn* | *Data Analysis & Machine Learning*

- Developed a comprehensive **Python** application for e-commerce sales analysis, leveraging **data modeling** for customer segmentation.
- Engineered an **RFM (Recency, Frequency, Monetary)** model and implemented **K-Means clustering** to partition the customer base into distinct profiles.
- Wrote optimized **Pandas** scripts with data aggregation and transformation functions to conduct **exploratory data analysis** and uncover sales trends.
- Designed a **profiling system** that translated cluster data into actionable **marketing strategies**, enabling personalized engagement for each customer segment.

Education

JIS College of Engineering

Bachelor of Technology - Computer Science Engineering

Kalyani, West Bengal

June 2023

- CGPA: 7.59/10

- Relevant Coursework: Database Management Systems, Data Structures, Algorithms, Software Engineering.

Certifications & Achievements

HackerRank 5-Star Rating: Achieved a 5-star proficiency rating in Problem Solving and SQL.

LeetCode 2-Star Rating: Achieved a 2-star proficiency rating in Problem Solving and SQL.

Persistent Martian internship Program 2022: Completed intensive problem solving and algorithmic training in this internship program.

Additional Information

Professional Attributes: Analytical and problem solving skills, communication skills, detail-oriented.

Personal Interests: Kathak Classical Dancer - discipline, cultural appreciation and artistic expression.

Availability: Open to relocation, flexible work arrangements, available for immediate joining.